**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?
   2. What were the problems with this method of collection?
2. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.
   2. What is a potential problem with direct access?
3. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?
     2. What is meant by time-poor people?
  2. Feedback
     1. What is the nature of feedback sought?
  3. Online voting
  4. Social Networking

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.
   2. What is a dynamic webpage?
   3. Give examples of dynamic webpages.
   4. Explain the nature of ASP.
   5. How does JavaScript differ from PHP and ASP?
   6. Back-end tools
      1. what type of information is sought by back end tools such as cPanel and Google Analytics.
   7. Cookies
      1. Describe the nature of a cookie.
      2. What information does a cookie typically contain?
      3. How can cookies be misused?
      4. What is spyware?

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL
2. What is the role of HTTPS software?
3. Which port does HTTPS use? How does this compare to HTTP.

**Privacy Policies**

1. What is the role of privacy policies?
2. What data must a privacy policy contain?

**Shipping and returns policy**

1. What is the role of these policies?